## ORDER

Orders Order / Rev:

37326

08867684 Alt Order #:

Product Desc:

DCCC/OCEQUERA

Estimate:

1817

Flight Dates:

09/19/12 - 09/25/12

Original Date / Rev:

09/18/12 / 09/18/12

Order Type:

**GENERAL** 

Primary AE:

Sales Office:

Billing Type: Billing Calendar:

Sales Region:

KLAS

Mike Jones K-WAS

National

Agency

Name:

**GMMB** 

**Buying Contact:** 

Billing Contact:

3050 K St. NW

Washington, DC 20007

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

Advertiser

Name:

DCCC - Oceguera

Demographic: Product Codes: A35+ PO1

Priority:

Revenue Codes:

LV1

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

# Spots Gross Amount Net Amount Start Date End Date \$16,762.00 09/25/12 28 \$19,720.00 08/27/12

**Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating		
September 2012	28	\$19,720.00	\$16,762.00	0.00		
Totals	28	\$19,720.00	\$16,762.00	0.00		

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones	•	•	Start Of Order - End Of Order	100%	

Order Share	Share	Total \$19,720.00		
KLAS	30%			
Market	100%	\$65,733.33		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$16,433.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$3,286.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
-	1	8	09/19/12	09/25/12	8 News Now 5a M	I-F CM	5-6a	MTWTF	:30	2	\$565.00LV1	0.00 NM	2	\$1,130.00
					8 News Now 5a M	1-F								
	8	8 NEWS	S NOW											
		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	We	eek: 09/	19/12	09/25/12	MTWTF	2	\$565.00	0.00						
-	2	8	09/19/12	09/25/12	8 News Now 6a M		6-7a	MTWTF	:30	3	\$750.00LV1	0.00 NM	3	\$2,250.00

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KLAS

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37326

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Alt Order #: Flight Dates:

09/19/12 - 09/25/12

08867684

Product Desc: DCCC/OCEQUERA

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1817

Ln Ch Start End 8 NEWS NOW	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type Sp	ots	Amount
<u>Start Date</u> <u>End Date</u> Week: 09/19/12 09/25/12	Weekdays Spots/Week MTWTF 3	Rate Rating \$750.00 0.00					
3 8 09/19/12 09/25/12		7-9a MTWTF	:30 2	\$440.00LV1	0.00 NM	2	\$880.00
<b>CBS THIS MORNING</b>	ODO TINO MOTHING						
<u>Start Date</u> <u>End Date</u> Week: 09/19/12 09/25/12	Weekdays Spots/Week MTWTF 2	<u>Rate</u> <u>Rating</u> \$440.00 0.00					
	CBS News Sunday Morr@M CBS News Sunday Morning	CBS Sunday MorniS	:30 1	\$850.00LV1	0.00 NM	1	\$850.00
CBS NEWS SUNDAY MORI		- · · ·					
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$850.00 0.00				_	
5 8 09/19/12 09/25/12	Live w/Kelly CM Live w/Kelly	9-10a MTWTF	:30 2	\$650.00LV1	0.00 NM	2	\$1,300.00
LIVE! WITH KELLY	Maskdaya Spata Mask	Rate Rating					
<u>Start Date</u> <u>End Date</u> Week: 09/19/12 09/25/12	Weekdays Spots/Week MTWTF 2						
6 8 09/19/12 09/25/12	8 News Now Noon M-F CM	12-1230p MTWTF	:30 2	\$690.00LV1	0.00 NM	2	\$1,380.00
	8 News Now Noon M-F						
8 NEWS NOW AT NOON Start Data Fad Data	Weekdays Spots/Week	Rate Rating					
Start Date End Date Week: 09/19/12 09/25/12	Weekdays Spots/Week MTWTF 2						
7 8 09/19/12 09/25/12	Ellen CM Ellen	3-4p MTWTF	:30 1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
ELLEN							
<u>Start Date</u> <u>End Date</u> Week: 09/19/12 <u>09/25/12</u>	Weekdays Spots/Week MTWTF 1	Rate Rating \$1,000.00 0.00		<u> </u>			
8 8 09/19/12 09/25/12	·	4-5p MTWTF	:30 2	\$940.00LV1	0.00 NM	2	\$1,880.00
8 NEWS NOW AT 4PM & 43	8 News Now 4p M-F	(4:30 PM-5:00 PM)					
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 09/19/12 09/25/12	MTWTF 2			<del></del>			
	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p MTWTF	:30 2	\$1,000.00LV1	0.00 NM	2	\$2,000.00
8 NEWS NOW ROTATION	Weekdays Spots/Week	Rate Rating					
Start Date End Date Week: 09/19/12 09/25/12		\$1,000.00 0.00					
10 8 09/22/12 09/22/12	8 News Now Sat 5-7p CM 8 News Now Sat 5-7p	5-7pS- (5:00 PM-5:30 PM)	:30 1	\$550.00LV1	0.00 NM	1	\$550.00
8 NEWS NOW AT 5PM-SAT	Ī						
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week S- 1	\$550.00 0.00					
	8 News Now Sun 5-7p CM 8 News Now Sun	430-5p, 630-7pS (5:00 PM-5:30 PM)	:30 1	\$600.00LV1	0.00 NM	1	\$600.00
8 NEWS NOW AT 5PM-SUI		Beto Bating					
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week						
	8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p MTWTF	:30 2	\$1,550.00LV1	0.00 NM	2	\$3,100.00
8 NEWS NOW AT 11PM	•						
<u>Start Date</u> <u>End Date</u> Week: 09/19/12 09/25/12	Weekdays Spots/Week	Rate Rating 9.00 8.1,550.00					
13 8 09/19/12 09/25/12		1135p-1237a MTWTF (11:35 PM-12:37 XM)	:30 2	\$750.00LV1	0.00 NM	2	\$1,500.00
LATE SHOW w. LETTERM/		(		:			
Start Date End Date	Weekdays Spots/Week			:			
Week: 09/19/12 09/25/12 14 8 09/19/12 09/25/12	MTWTF 2 Craig Ferguson CM	2 \$750.00 0.00 1237a-137a MTWTF	:30 4	\$300.00LV1	0.00 NM	4	\$1,200.00
	Craig Ferguson	(12:37 XM-1:37 XM)					
LATE LATE SHOW					I		

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**KLAS** 

Totals

\$19,720.00

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Start/End Time Days Rate Pri Rtg Type Spots Ln Ch Start End **Inventory Code** Break Len Spots Amount 09/19/12 09/25/12 Craig Ferguson CM 1237a-137a MTWTF--:30 4 \$300.00LV1 0.00 NM \$1,200.00 14 8 (12:37 XM-1:37 XM) Craig Ferguson LATE LATE SHOW Spots/Week Start Date End Date **Weekdays** <u>Rate</u> Rating MTWTF--\$300.00 0.00 Week: 09/19/12 09/25/12 \$100.00LV1 0.00 NM \$100.00 :30 15 09/22/12 09/22/12 Sat 135-235a Cold Squa@M 135-235am ----S-(1:35 XM-2:35 XM) Cold Squad C SQUAD **Start Date End Date** Weekdays Spots/Week Rate Rating ----s-\$100.00 0.00 Week: 09/17/12 09/23/12